



EISENHOWER MEDICAL CENTER



**Eisenhower Medical Center**

**Annual Report and Plan for Community Benefit  
Fiscal Year 2016 (July 1, 2015 – June 30, 2016)**

**Submitted to:  
Office of Statewide Health Planning and Development  
Healthcare Information Division  
Accounting and Reporting Systems Section  
Sacramento, California**

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## About the Organization

Eisenhower Medical Center is a dynamic, progressive health care complex comprised of a 476-bed hospital, the Annenberg Center for Health Sciences at Eisenhower, and the Barbara Sinatra Children's Center at Eisenhower in addition to its outpatient facilities in Palm Springs, Cathedral City, Palm Desert, Rancho Mirage and La Quinta. The Betty Ford Center is also located on the main Eisenhower campus.

Dedicated in 1971, Eisenhower Medical Center is named in honor of President Dwight D. Eisenhower, who lived part time in the Coachella Valley during his retirement. As the valley's only not-for-profit hospital, Eisenhower Medical Center has provided high quality, compassionate care for more than 40 years through a full range of state-of-the-art diagnostic, treatment and emergency facilities.

Eisenhower is an accredited teaching hospital, with a School of Graduate Medical Education training new physicians in the specialties of family medicine and internal medicine. Eisenhower Medical Center has established health centers in Palm Springs, Cathedral City, Rancho Mirage, Palm Desert and La Quinta to serve the health needs of a diverse population. The health centers provide a variety of services, including primary care physicians, specialty physicians, breast centers, imaging centers, laboratories and urgent care centers. The Medical Center also provides off-campus occupational health centers in Cathedral City and La Quinta, an adult day care center in Palm Desert, and the Eisenhower Wellness Institute in La Quinta.

Centers of Excellence at Eisenhower Medical Center provide award-winning, comprehensive care for patients who require these specialized services.

- The Eisenhower Smilow Heart Center's services include Atrial Fibrillation Program, accredited Chest Pain Center, and Cardiac Rehabilitation.
- The Eisenhower Lucy Curci Cancer Center's services offer the Eisenhower Schnitzer/Novack Breast Center, Bighorn Radiation Oncology, Eisenhower Imaging Center, Infusion Center, Cancer Support Services and the Cancer Resource Center.
- The Eisenhower Neuroscience Institute includes neurological surgery, Neurology, Spine, Stroke Program, Radiosurgery, and Alzheimer's/Memory Assessment Center.
- The Eisenhower Orthopedic Center of Excellence offers a full array of orthopedic services, including the Eisenhower Orthopedic Health Center. The Center utilizes robotic surgery and offers services such as our Hand Clinic, Rehabilitation Services and the Balance Institute.

The Annenberg Center for Health Sciences at Eisenhower is a nationally-accredited nonprofit continuing education center. The Center hosts continuing medical education with the goal of preventing and managing illness, improving the delivery of health care, and increasing the professional and public understanding of medical issues. The Center's reach extends through its national activities and through weekly Grand Rounds and Tumor Conference lectures, which

benefit the Coachella Valley physicians and provide them with the latest in best practices and scientific evidence. The Center annually reaches tens of thousands local residents, hosting the Indian Wells Center for Healthy Living at Eisenhower community outreach education courses where valley residents can learn the latest health care information. The Rancho Mirage Speakers' Series also takes place each year at the Annenberg Center.

At the nonprofit Barbara Sinatra Children's Center, victims of sexual, physical and emotional abuse receive the care, respect and counseling they deserve regardless of a family's ability to pay for services. Through a variety of comprehensive programs and working closely with the District Attorney's Office, Child Protective Services and other agencies, the Barbara Sinatra Children's Center plays a leadership role in restoring hope, healing and trust to victims of abuse.

### **Mission**

Eisenhower Medical Center, a not-for-profit organization, exists to serve the changing health care needs of our region by providing excellence in patient care with supportive education and research.

### **Vision**

*Our Vision Will Be Realized When:*

- Patients, family and friends acknowledge their experience as "ideal patient care."
- Employees and volunteers look forward to coming to work each day.
- Donors tell friends and neighbors that gifts to Eisenhower Medical Center are among the best decisions they have ever made.
- Eisenhower attracts and retains high quality physicians and our physicians voice their pride in being members of the Eisenhower medical staff.
- The Community views Eisenhower as a strong and indispensable resource.

### **Supporting Commitments**

- **Growth** - Inpatient and outpatient volumes are steadily increasing.
- **Clinical Excellence** - Ensure that measured outcomes meet/exceed agreed upon expectations. Evidence based clinical practice policies, procedures, and other standards are practiced 100% of the time. Tests, treatments and procedures are thoroughly explained to patients and are understood. Patients, visitors and donors are always safe from harm and prefer Eisenhower because of its high quality.
- **Courtesy and Caring** - Staff always practice good manners, are friendly, polite, and emotionally sensitive to each individual whether patient, family, visitor or fellow employee.
- **Partners** - Medical Staff, volunteers and employees are committed and highly engaged. Leadership and the staff are constantly striving for professional growth and applying that new knowledge to innovate and continuously improve direct patient care and other supporting systems and procedures.

- **Healing Environment** - A supportive setting is developed and maintained that embraces the physical, emotional, and spiritual aspects of health and healing.
- **Efficiency and Resource Stewardship** - Services are provided efficiently and effectively with a minimum of waste.

### **Eisenhower Medical Center Board of Trustees**

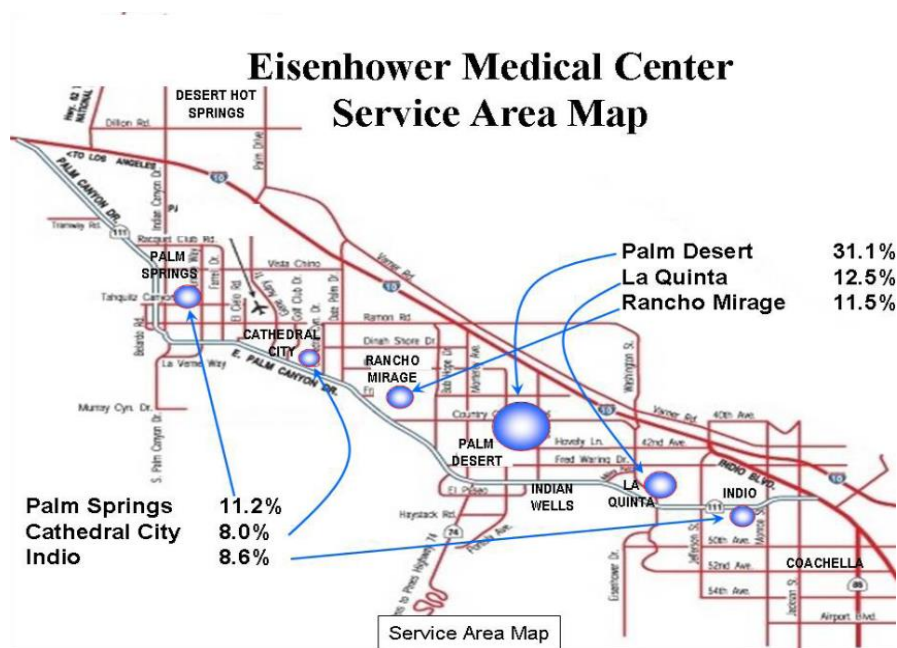
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## Our Community

Eisenhower Medical Center is located at 39000 Bob Hope Drive, Rancho Mirage, California, 92270. The service area includes 15 zip codes, representing 11 cities in Riverside County. The hospital service area is presented below by community and zip code.

Geographic Area	Zip Code
Cathedral City	92234
Coachella	92236
Desert Hot Springs	92240, 92241
Indian Wells	92210
Indio	92201, 92203
La Quinta	92253
North Palm Springs	92258
Palm Desert	92211, 92260
Palm Springs	92262, 92264
Rancho Mirage	92270
Thousand Palms	92276



The population of the Eisenhower Medical Center service area is 405,228. Children and youth, ages 0-17, make up 23.8% of the population, compared to 27.2% for the County; 55.3% are adults, ages 18-64; and 20.9% of the population are seniors, ages 65 and over, which is significantly higher than the 12.5% found countywide. The median age in the service area is 41.5. 50.5% of the residents are Hispanic; 42.2% of the population is White; 2.9% are Asian; 2.5% are African American; and 1.8% are American Indian/Alaskan Native, Hawaiian/Pacific Islander other or multiple race/ethnicity.

The Eisenhower Medical Center service area has a higher rate of poverty than Riverside County or the state, with 19.5% at or below 100% of the federal poverty level (FPL) versus 16.9% for the county and 16.4% for California. This is mirrored in the percentage of the population below 200% FPL, with the service area being higher (44.2%) than Riverside County (39.2%) and the state (36.4%). A view of poverty by zip code shows that the highest rates of poverty are found in Coachella and Desert Hot Springs 92240 (31.1%), Indio 92201 (26.8%), and Desert Hot Springs 92241 (23.9%) and 30.4% of children in the service area live below the poverty level. The median household income ranges from \$25,707 in North Palm Springs to \$83,269 in Indian Wells.

Among adults, ages 25 and older, 20.3% lack a high school diploma; this is equivalent to the county rate of 20.2%. 23.9% of service area adults are high school graduates and 31.8% are college graduates. The high school graduation rate for Coachella Valley Unified School District (78.3%) is lower than the county (85.2%), and state (81%). This district does not meet the Healthy People 2020 objective of 82.4% high school graduation rate.

## **2016 COMMUNITY HEALTH NEEDS ASSESSMENT**

Eisenhower has undertaken a Community Health Needs Assessment (CHNA) as required by state and federal law. California Senate Bill 697 and the Patient Protection and Affordable Care Act and IRS section 501(r)(3) direct tax-exempt hospitals to conduct a Community Health Needs Assessment and develop an Implementation Strategy every three years.

Eisenhower uses the Community Health Needs Assessment to make decisions about its community benefit plan, which outlines how it will give back to the community in the form of health care and other community services to address unmet community health needs. This assessment incorporates components of primary data collection and secondary data analysis that focus on the health and social needs of the hospital service area.

The CHNA examined up-to-date data sources for the service area to present community demographics, social and economic factors, health care access, birth characteristics, leading causes of death, chronic disease, and health behaviors. When applicable, these data sets were presented in the context of California and compared to the Healthy People 2020 objectives.

An online survey was used to gather information and opinions from persons who represent the broad interests of the community served by the hospital. Sixty-four (64) surveys were completed from January 20 to March 8, 2016. Survey participants included individuals who are leaders and representatives of medically underserved, low-income, and minority populations, or local health or other departments or agencies that have current data or other information relevant to the health needs of the community served by the hospital facility.

### **Priority Health Needs**

The identified significant health needs were prioritized with input from the community. A survey with community stakeholders were used to gather input on the significant health needs. In addition to gathering participant perceptions of the significant health needs, two open-ended questions were asked to provide the participant's perspective on priority issues, without introducing a bias from Eisenhower. The first question was, "What are the major health issues affecting individuals in the Coachella Valley community?" and the second was, "What health or social services are most difficult to access or are missing in the Coachella Valley community?"

Participants were asked to use quantitative rating scales to prioritize each of the health issues; the four scales measured perceptions of the importance of addressing the issue, the severity of the consequences of each issue, the adequacy of the existing resources to address each issue, and the overall trend of the issue over time.

The importance scores from the community stakeholder interviews resulted in the following prioritization of the significant health needs:

1. Mental health
2. Substance abuse



3. Access to care
4. Diabetes
5. Overweight/obesity
6. Dental care
7. Cancer
8. Cardiovascular disease
9. Teen pregnancy
10. Safety/violence
11. STD/HIV
12. Environmental health
13. Asthma/lung disease

The complete Community Health Needs Assessment report and the prioritized health needs can be accessed at: <http://www.emc.org/tab-menu/about-us/community-health-needs-assessment/>.

## **Community Benefit Services Summary FY16**

Community benefit services promote health and healing and are focused on addressing the identified unmet health needs of the community. For a program or service to be considered a community benefit it must: improve access to health care; or enhance the health of the community; or advance medical or health care knowledge; or reduce the burden of government or other nonprofit community efforts.

In FY16, Eisenhower Medical Center provided community benefit activities and programs within its service area. A summary of these activities follows:

### **Community Health Improvement Services**

Activities carried out to improve community health, available to the public, which address a community need.

#### Community Health Education

Community health education was made available to the community at no cost or for a nominal fee. Examples of activities included:

- Community health fairs.
- Pre-diabetes and diabetes classes offered in English and Spanish.
- Smoking cessation classes.
- Exercise, walking, core strengthening, Lebed® Method movement, Tai Chi, and yoga classes.
- Lunch and Lose healthy eating education and support offered with healthy lunch options.
- The Barbara Sinatra Children's Center offered parenting classes in English and Spanish.
- Child Abuse Awareness and Prevention activities provided by the Barbara Sinatra Children's Center.
- Health education lectures offered throughout the year on a variety of topics, including: anticoagulation therapy, arthritis, caregiver support, exercise and activity, healthy lifestyles, osteoporosis, nutrition, sleep, women's issues, stroke, heart disease, diabetes, lung disease, men's health issues, cancer, Alzheimer's disease, pain management, medications, and others.
- Weekly interviews with health professionals on a variety of health-related topics presented on local radio and TV stations.
- Cancer lecture series and informal Lunch & Learn roundtable discussions.
- Fall prevention and balance classes and screenings.
- Senior health topics.
- Cardiopulmonary Resuscitation (CPR) classes.
- *Healthy Living* magazine was mailed to service area residents to notify the community of services offered at the hospital and in the community. The information was also posted on our website.

- Support groups for community residents and family members/caregivers. These included:
  - Breathe Better
  - Living with Congestive Heart Failure
  - Behavioral Health
  - Optimizing Insulin Pump Therapy
  - Pulmonary Fibrosis
  - Insulin Therapy
  - Diabetes
  - Cancer
  - Breast Cancer
  - Prostate Cancer
  - Bladder Cancer
  - Myeloma
  - Ostomy
  - Stroke and Speech
  - Bereavement
  - Adults Molested as Children
  - Alzheimer's Disease/Dementia Caregivers
  - Bariatric Surgery
- Public health education in the media and community health awareness events to encourage healthy behaviors and improve preventive practices.

#### Community-Based Clinical Services

- Free health care screening held in the community included: lung capacity, breast cancer, body fat/BMI, children's allergies, skin cancer, and blood pressure.
- Balance and hearing screenings for seniors.
- Nutrition consultation with Registered Dietitians.
- Flu shots and TB tests.
- Consultations with Ostomy Nurses.

#### Health Care Support Services

- Transportation support for those needing daily chemotherapy.
- American Cancer Society's Cancer Help Line.
- In partnership with the American Cancer Society program, we offer a Wig Bank. An American Cancer Society volunteer distributes free wig to cancer patients.

#### **Health Professions Education**

Education programs for physicians, medical students, nurses, nursing students, and other health professionals.

### Professional Health Education

The Annenberg Center for Health Sciences at Eisenhower offers training and continuing education to community physicians, nurses and other health professionals through a number of workshops and conferences.

### Graduate Medical Education

Eisenhower Medical Center has a Family Medicine Residency Program and an Internal Medicine Residency Program. The Family Medicine Residency Program and the Internal Medicine Residency Program were accredited in 2013 and has 56 residents.

Eisenhower Medical Center is committed to providing an organized program in Graduate Medical Education that includes community volunteer activities. A key element of this commitment includes providing support to our local communities' underserved populations. We do this through support of health clinics in the Riverside County System, including Borrego Community Health Foundation, Family Clinic in Cathedral City, California. The Borrego Medical Clinic provides comprehensive health care services to all segments of the community's population. Programs are available for all ages, regardless of ability to pay.

Another key program is the Coachella Valley Volunteers in Medicine, which is a non-profit medical and dental clinic serving low-income, uninsured families and individuals in the Coachella Valley. The clinic is open Tuesday through Saturday and is staffed with volunteers. Doctors and other staff from the two residency program contributed 1,056 volunteer hours in FY16.

Eisenhower Medical Center routinely hosts medical students from the University of Southern California Keck School of Medicine and Loma Linda University School of Medicine where we have established affiliation agreements. Third and fourth year medical students rotate each month through Eisenhower clerkships. We welcome fourth year medical students for their medicine sub-internship rotations. The clerkship rotations that are currently available are: family medicine, geriatrics, HIV, cardiology, hospitalist, nephrology and ambulatory internal medicine.

### Nursing Education

Eisenhower has a partnership with universities and colleges to provide staff-precepted clinical education for nurse practitioners, LVN and RN student nurses. This year, 614 student nurses were precepted by Eisenhower nursing staff.

Eisenhower Medical Center has a Sexual Assault Response Team (SART) Program. Sexual Assault Nurse Examiner (SANE) training is offered at Eisenhower.

### Other Health Professions Education

Other health professionals are educated and perform their clinical hours and/or internship rotations at Eisenhower. Students are directly supervised by Eisenhower staff in fields such as Occupational Therapy, Physical Therapy, Surgery, Radiology/Ultrasound, and Health Information Records. There were more than 54 students educated this past fiscal year.

Eisenhower's School of Medical Technology is accredited by the National Accreditation Agency for Clinical Lab Sciences as a site for post-graduate training for clinical laboratory science. Four students received full time training in the clinical laboratory.

In addition to being a clinical site for student precepting, Eisenhower provides opportunities for clinical observation, including access to paramedics to observe heart catheterizations and surgical technicians to observe surgical procedures.

### **Subsidized Health Services**

Subsidized services are clinical programs that are provided to meet an identified community need and are provided despite a financial loss to the organization. The services meet a community need and if not offered would be unavailable in the area or become the responsibility of the government or another non-profit organization. In compliance with regulations, subsidized health service expenses are reported after removing expenses for charity care, Medi-Cal shortfalls and other financial categories.

### Phillip and Carol Traub Parkinson's Center

The Center provides services across the valley for patients with Parkinson's and their families. The goal of the Center is to provide a multidisciplinary team approach tailored to the specific needs of the individual patient and the family. In addition to its expertise in the diagnosis and treatment of Parkinson's disease, our Center offers PD in Motion, a program of exercises designed specifically for Parkinson's patients, that helps maintain optimal motor function, increases muscle strength and improves balance and gait.

### The Eisenhower Memory Care Center

The Memory Care Center is an adult day center providing a much needed alternative for many frail adults and their families. The Eisenhower Memory Care Center offers both respite for the caregiver and the chance for the individual member to develop skills and explore new interests.

The center is designed to:

- Maximize members' health and independence through therapeutic activities.
- Encourage friendships to flourish, minds to be stimulated and independence to be celebrated.

The following activities and services are provided:

- Scheduled weekday attendance at the Center

- Personal care and bathing assistance
- Referrals to other community services
- Family support groups
- Financial assistance for membership
- Meals (full lunch and two snacks)

## **Research**

Research is the study or investigation to generate generalizable knowledge made available to the public. Research includes the communication of findings and observations, including publication in a journal. Internally funded research and research funded by tax-exempt or government entities are eligible for reporting.

## **Cash and In-Kind Contributions**

Funds and in-kind services donated to community groups and non-profit organizations. Eisenhower provides in-kind donations of meeting space for a number of nonprofit organizations and community groups. Contributions are made to nonprofit organizations, charity events and event sponsorships.

## **Community Building Activities**

These are activities that support community assets by offering the expertise and resources of the hospital. These activities may address the root causes of health problems or the determinants of health, such as education, homelessness, poverty and environmental concerns.

## Community Support

Staff members at Eisenhower Medical Center are active community members. They participate in and hold leadership positions in community agencies and serve on community boards.

## Coalition Building and Advocacy

Hospital representatives serve on a number of local, regional and state level organizations and committees that address health improvement and support professional health organizations.

## Workforce Development

The staff provides education to students at local schools regarding career opportunities in health care. Eisenhower Medical Center participates in a job shadow program working directly with local high schools and their Health Care Academies supported by the Coachella Valley Economic Partnership (CVEP) Career Pathways Initiative. Career Exploration Tours gave 180 high school students the opportunity to tour various departments at Eisenhower, introducing students to a myriad of health care career options, thus engaging them in possibilities for their futures. The program brings students to the Annenberg Center for Health Sciences, where a registered nurse explains the various duties performed by nurses. Students then visit a variety of hospital departments. At each stop, the students learn about a career and are given equipment



demonstrations and an explanation of how the equipment is used with different patients. Tours conclude with a presentation by the human resources department with information presented about job applications, job preparation and Eisenhower's Junior Volunteer program.

## Financial Summary of Community Benefit

### Economic value and categorization of community benefit provided in FY 2016

Community Benefit Categories		Net Benefit
1.	Charity care <sup>1</sup>	\$490,985
2.	Unpaid costs of Medi-Cal <sup>2</sup>	\$23,076,076
3.	Others for the economically disadvantaged <sup>3</sup>	\$0
4.	Education and research <sup>4</sup>	\$7,766,220
5.	Other for the broader community <sup>5</sup>	\$1,319,035
	<b>Total quantifiable community benefit less unpaid cost of Medicare</b>	<b>\$32,652,316</b>
6.	Unpaid costs of Medicare <sup>2</sup>	\$43,465,165
	<b>Total quantifiable community benefit</b>	<b>\$76,117,481</b>

<sup>1</sup>Charity Care - Includes traditional charity care write off to eligible patients at reduced or no cost based upon the individual patient's financial situation.

<sup>2</sup>Unpaid costs of public programs include the difference between costs to provide a service and the rate at which costs are determined based on the overall cost to charge ratio. This total includes the Hospital Provider Fees (HPF) paid to the State of California.

<sup>3</sup>Includes other payers for which the hospital receives little or no reimbursement.

<sup>4</sup> Costs related to the Medical Education programs and research that the hospital sponsors.

<sup>5</sup> Includes non-billed activities, such as community education, screenings, support groups and health support services.

## **Community Benefit Plan FY17**

Eisenhower Medical Center continues to address the identified health needs in our service area through our community benefit commitment. As a result of the 2016 Community Health Needs Assessment process, priority health needs were identified that the hospital addressed through its Implementation Strategy. Our programs address the following access to care priority health needs:

1. Access to health care
2. Chronic diseases (asthma, cancer, cardiovascular disease, diabetes, HIV/AIDS)
3. Preventive care

The Implementation Strategy developed from the 2016 Community Health Needs Assessment, spans the period 2017-2019. Eisenhower continues to meet the identified priority health needs through a commitment of resources with the following programs and services.

### Education and Outreach

Eisenhower Medical Center will continue to offer a structured program of health education and outreach to the greater Coachella Valley. We will provide health education and support groups that focus on a variety of topics related to health and wellness, chronic disease management, aging and health access.

### **Access to Health Care**

Resources Identified to Meet the Need:

- Health Professionals Education: School of Graduate Medical Education & Research
- Primary care availability
- Financial assistance
- Transportation support

### **Chronic Diseases**

Resources Identified to Meet the Need:

- Health education, screening and treatment resources
- Support groups
- Nutrition consultation
- Financial support to community organizations to address chronic diseases

### **Preventive Practices**

Resources Identified to Meet the Need:

- Health Education, promotion and wellness services
- Healthy Living Resource Center
- Eisenhower Rehabilitation Services

- Free health screenings
- Support groups
- Financial support to community organizations to support preventive health services

#### Community Partnerships

Eisenhower Medical Center is committed to engaging with community organizations to address the identified community health needs. We will maintain our current partnerships as we explore opportunities to engage with new partners.

#### Impact

We will monitor and evaluate the programs and activities outlined above. The hospital anticipates that the actions taken to address significant health needs will improve health knowledge, behaviors, and status; increase access to care; and help support good health. Our reporting process includes the collection and documentation of tracking measures, such as the number of people reached/served and collaborative efforts to address health needs. An evaluation of the impact of the hospital's actions to address these significant health needs will be reported in the next scheduled Community Health Needs Assessment.